



# The Macintosh for Web Publishing

Webmasters wear many hats: from creating web graphics and text and animations, to editing streaming media, to layout and design tasks, to managing a site, to administering servers, to writing web programs and publishing dynamic websites. It follows that their computers should be incredibly fast, versatile, and easy to use. Maybe that's why the Macintosh was chosen as the #1 platform in a survey of top web designers for three years running. Imagine: a computer that changes hats as fast as you do.



## **Industry standard**

Throughout the world, web designers use Macintosh computers to create their artwork, build their pages, and host their sites. It's also the industry standard for print publishers, multimedia creators, and graphic artists. The Mac is superior in file sharing, reading documents from other platforms, searching local drives and the Internet, and managing fonts and color images. Key Apple technologies like QuickTime, ColorSync, AppleScript, and WebObjects help web designers save time by automating many aspects of their workflow.

## **Power Mac G4 adds velocity**

The Power Mac G4 was designed with web publishing in mind. Because multimedia is fast becoming a part of every website, the Macintosh has been significantly reengineered to maximize performance in programs like Adobe Photoshop, which uses the G4's Velocity Engine to accelerate intensive filter functions like lens flares, color corrections, and Gaussian blurs. Look for a host of other popular applications to take advantage of these remarkable performance improvements.

## **QuickTime**

Apple's QuickTime software offers unparalleled quality, ease of use, and functionality for anyone authoring, publishing, or streaming digital media. QuickTime is a complete technology for handling video, sound, animation, graphics, text, music, and even 360-degree virtual reality (VR) scenes. With the introduction of QuickTime 4, web authors also have the ability to create exceptional high-quality digital video streams within low bandwidth requirements. QuickTime movies are often more reliable than streamed media, delivering synchronized audio and remarkable picture clarity over the web. QuickTime is incredibly useful as a universal file translator, supporting over 200 different formats and instantly converting them to a wide selection of popular media types.

## **AppleScript**

AppleScript is a powerful technology built into the Mac OS that can automate many web authoring tasks. For example, AppleScript can be used with Photoshop to automatically convert photographs to JPEG format using JPEG Viewer software. These images can be placed in HTML pages using scriptable web editors like BBEdit or PageSpinner. Time-consuming or repetitive actions, like backing up files or optimizing graphics, can be easily performed while you're on a coffee break or after your workday is over. AppleScript can now send Apple events over IP networks, so you can control your workflow from across the room or around the world.

## **WebObjects**

WebObjects is a powerful development platform for creating and deploying large-scale Internet and intranet applications. Already in use by thousands of organizations, it is powering today's most sophisticated e-commerce, publishing, and workflow applications. WebObjects makes it a snap to connect large enterprise information systems stored in Oracle, Sybase, Informix, and ODBC databases to websites that can integrate that data into online customer services.



## Solution Sheet

### The Macintosh for Web Publishing

## Solutions for Web Publishing

Here are just a few of the web publishing applications available for Macintosh. For a complete list, visit the Macintosh Products Guide at [www.apple.com/guide](http://www.apple.com/guide).

### Mac 911

19, cours LeRoyer O. Suite 101  
Vieux-Montréal, Québec  
Canada H2W 1W4  
T 514.282.6699  
F 514.282.8787  
E [ventes@mac911.com](mailto:ventes@mac911.com)  
W [www.mac911.com](http://www.mac911.com)

### Web Page Creation and Site Management

<b>Adobe GoLive</b>	
Adobe Systems	<a href="http://www.adobe.com">www.adobe.com</a>
<b>BBEdit</b>	
Bare Bones Software	<a href="http://www.barebones.com">www.barebones.com</a>
<b>Dreamweaver</b>	
Macromedia	<a href="http://www.macromedia.com">www.macromedia.com</a>
<b>FrontPage</b>	
Microsoft	<a href="http://www.microsoft.com">www.microsoft.com</a>
<b>Home Page</b>	
FileMaker	<a href="http://www.filemaker.com">www.filemaker.com</a>
<b>Myrmidon</b>	
Terry Morse Software	<a href="http://www.terrymorse.com">www.terrymorse.com</a>
<b>PageMill</b>	
Adobe Systems	<a href="http://www.adobe.com">www.adobe.com</a>
<b>PageSpinner</b>	
Optima System	<a href="http://www.optima-system.com">www.optima-system.com</a>

### Web Graphics and Animations

<b>Director</b>	
Macromedia	<a href="http://www.macromedia.com">www.macromedia.com</a>
<b>Electrifier Pro</b>	
Electrifier	<a href="http://www.electrifier.com">www.electrifier.com</a>
<b>Fireworks</b>	
Macromedia	<a href="http://www.macromedia.com">www.macromedia.com</a>
<b>Flash</b>	
Macromedia	<a href="http://www.macromedia.com">www.macromedia.com</a>
<b>ImageStyler</b>	
Adobe Systems	<a href="http://www.adobe.com">www.adobe.com</a>
<b>LiveStage</b>	
Totally Hip Software	<a href="http://www.totallyhip.com">www.totallyhip.com</a>
<b>Photoshop</b>	
Adobe Systems	<a href="http://www.adobe.com">www.adobe.com</a>
<b>WebPainter</b>	
Totally Hip Software	<a href="http://www.totallyhip.com">www.totallyhip.com</a>

### Web Browsers and Internet Clients

<b>Chatnet</b>	
ELS	<a href="http://www.elsinc.com">www.elsinc.com</a>
<b>Eudora</b>	
Qualcomm	<a href="http://www.eudora.com">www.eudora.com</a>
<b>Internet Explorer</b>	
Microsoft	<a href="http://www.microsoft.com">www.microsoft.com</a>
<b>Mailsmith</b>	
Bare Bones	<a href="http://www.barebones.com">www.barebones.com</a>
<b>Mulberry</b>	
Cyrusoft	<a href="http://www.cyrusoft.com">www.cyrusoft.com</a>
<b>Navigator and Communicator</b>	
Netscape	<a href="http://www.netscape.com">www.netscape.com</a>
<b>Outlook Express</b>	
Microsoft	<a href="http://www.microsoft.com">www.microsoft.com</a>

### Web Server

<b>Apache</b>	
The Apache Group	<a href="http://www.apache.org">www.apache.org</a>
<b>AppleShare IP</b>	
Apple	<a href="http://www.apple.com">www.apple.com</a>
<b>iTools</b>	
Tenon Intersystems	<a href="http://www.tenon.com">www.tenon.com</a>
<b>Mac OS X Server</b>	
Apple	<a href="http://www.apple.com">www.apple.com</a>
<b>WebSTAR</b>	
StarNine	<a href="http://www.starnine.com">www.starnine.com</a>

### Web Programming

<b>Lasso</b>	
Blue World Communications	<a href="http://www.blueworld.com">www.blueworld.com</a>
<b>MacPerl</b>	
MacPerl	<a href="http://www.macperl.com">www.macperl.com</a>
<b>Tango</b>	
Pervasive Software	<a href="http://www.pervasive.com">www.pervasive.com</a>
<b>Visual Café</b>	
Symantec	<a href="http://www.symantec.com">www.symantec.com</a>
<b>WebObjects</b>	
Apple	<a href="http://www.apple.com">www.apple.com</a>
<b>WebSiphon</b>	
Purity Software	<a href="http://www.purity.com">www.purity.com</a>

## For More Information

For more details about web publishing solutions, including Apple servers, WebObjects, and QuickTime 4, visit [www.apple.com/creative](http://www.apple.com/creative).

Apple  
1 Infinite Loop  
Cupertino, CA 95014  
408-996-1010  
[www.apple.com](http://www.apple.com)

© 2000 Apple Computer, Inc. All rights reserved. Apple, the Apple logo, AppleScript, AppleShare, ColorSync, Mac, Macintosh, the QuickTime logo, and WebObjects are trademarks of Apple Computer, Inc., registered in the U.S. and other countries. Power Mac, QuickTime, and Velocity Engine are trademarks of Apple Computer, Inc. Adobe is a trademark of Adobe Systems Incorporated. PowerPC is a trademark of International Business Machines Corporation, used under license therefrom. Other product and company names mentioned herein may be trademarks of their respective companies. Product specifications are subject to change without notice. Apple Computer, Inc. assumes no responsibility for the accuracy of such information. Mention of non-Apple companies, products, or services is for informational purposes only and constitutes neither an endorsement nor a recommendation. Apple assumes no responsibility with regard to the selection, performance, or use of these products. All understandings, agreements, or warranties, if any, take place directly between the vendors and the prospective users.  
February 2000 L04007B